ABSTRACT OF THE DISCLOSURE

Data, such as video signal data, for example, for a next desired frame is first modulated or varied to facilitate a transition from a current frame to a next desired frame. A modulation processing section can be used, for example, to thus produce a corrected video signal to facilitate the grayscale current-to-next desired level transition. Thereafter, spatial filtering is then carried on the corrected video signal, using a spatial filtering section for example. As such, high frequency components in a spatial domain may be reduced, even after the spatial frequencies of an ordinary video signal and potentially those of noise have been scaled up. Therefore, undesirable noise-caused display quality degradation can be reduced or even prevented, while pixel response speed as a result of the facilitation of grayscale level transition, is increased.